

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: February 10, 2005

ITEM NO. 2

CASE NUMBER/ PROJECT NAME
82-DR-2003#2
6928 E 5th Avenue Remodel

LOCATION
6928 E 5th Avenue

REQUEST
Request approval to change previously approved building colors.

OWNER	Van Leer Insurance 602-956-5900	ENGINEER	
ARCHITECT/ DESIGNER	Phoenix Design Group LLC 480-451-9773	APPLICANT/ COORDINATOR	Victor Olson Phoenix Design Group LLC 480-451-9773

BACKGROUND
Zoning. The property is zoned Central Business District, Downtown Overlay (C-2, D-O). The zoning district permits retail and office uses.

Context. The site contains an existing building and is located mid-block on Fifth Avenue, specifically 6928 Fifth Avenue, between Indian School Road and Goldwater Blvd. The properties on the east, west, and south property boundaries are also zoned Central Business District, Downtown Overlay (C-2, D-O). An alley and the Arizona Canal are located to the north of the site.

History. On January 22, 2004, the Development Review Board approved case 82-DR-2004, which was a renovation and expansion of the existing building. The renovation consists of refinishing the exterior walls, adding wrought iron elements, adding a spiral staircase in the front, and painting the building. Since that time, the applicant has made all of the improvements to the building and is currently seeking a final Certificate of Occupancy. The only difference is the applicant has painted the building different colors from what was approved by the Board on January 22, 2004.

Related Cases. 68-DR-74, 9-BA-74, and 82-DR-2004

APPLICANT'S
PROPOSAL

Applicant's Request.

The applicant requests approval to change the previously approved colors of the building. The original colors approved in January 2004 were dark cream (Paint Finish ICI #416 -Sandy Cove) for the main body of the building with accents of lighter cream (Paint Finish ICI #530 - Camelcoat). With this application, the applicant proposes yellow (Pittsburg Paints Color #213, 4 - Golden Glow) for the main body of the building with accents of lighter yellow (Pittsburg Paints Color

DISCUSSION

#214, 3 - Dusty Yellow) and rust/orange (Ace Hardware Paint Color #45B - Mom's Pumpkin Pie).

In reference to colors, the Downtown Urban Design and Architectural Guidelines states, *"The use of color in Downtown buildings should seek an overall harmony and limited palette. Colors should follow those now in predominant Downtown use: light and muted earth tones for the basic surfaces with strong hues and dark colors only used for accents"*.

The guidelines recommend:

- *Ground Surface: Warm earth tone colors*
- *Wall Surfaces: Off whites (ivory, Navaho white, or other off-white earth tones) or light sunbleached pastels.*
- *Accents: All colors, including intense saturated colors if used in small areas such as courtyards, stairs, doors and windows, ornament and moulding.*

The applicant used warm earth tone colors (Sandy Cove and Camelcoat) for the walls and accents of the building in the previous case. Those colors met the intent of the guidelines, were satisfactory to staff, and approved by the Development Review Board.

The guidelines do not recommend:

- *Highly –reflective colors that cause a glare.*
- *Saturated hues and bright colors except for use in small areas.*

The new colors that have been painted on the applicants building and proposed in this application are brighter colors, which could cause a glare, particularly the yellow (Golden Glow). The yellow is proposed for the main body of the building and not used as an accent. Staff has found that they do not meet the intent of the guidelines and has recommended the applicant tone down the brightness of the proposed colors and redistribute them.

STAFF
RECOMMENDATION

Staff recommends denial of the proposed building colors (Golden Glow, Dusty Yellow, and Mom's Pumpkin Pie). Staff recommends approval of the previously approved building colors (Sandy Cove and Camelcoat).

STAFF CONTACT(S)

Bill Verschuren
Senior Planner
Phone: 480-312-7734
E-mail:
bverschuren@ScottsdaleAZ.gov

Lusia Galav, AICP
Development Planning Manager
Phone: 480-312-2506
E-mail: lgalav@scottsdaleaz.gov

ATTACHMENTS

1. Applicants Narrative
2. Context Aerial
3. Color Elevations (approved vs. proposed)



Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: _____

Project No.: _____ - PA - _____

Coordinator: _____

Case No.: _____ - _____ - _____

Project Name: _____

Project Location:

6928 E. 5th AVENUE

Property Details:

☐ Single-Family Residential ☐ Multi-Family Residential ☒ Commercial ☐ Industrial

Current Zoning: C-2 Proposed Zoning: C-2

Number of Buildings: 1 Parcel Size: 0.1 ACRES (4,189 #)

Gross Floor Area/Total Units: _____ Floor Area Ratio/Density: 1.3

Parking Required: 17.07 Parking Provided: 17.07

Setbacks: N - 0 S - 0 E - 0 W - 0

Description of Request:

SEE ATTACHED

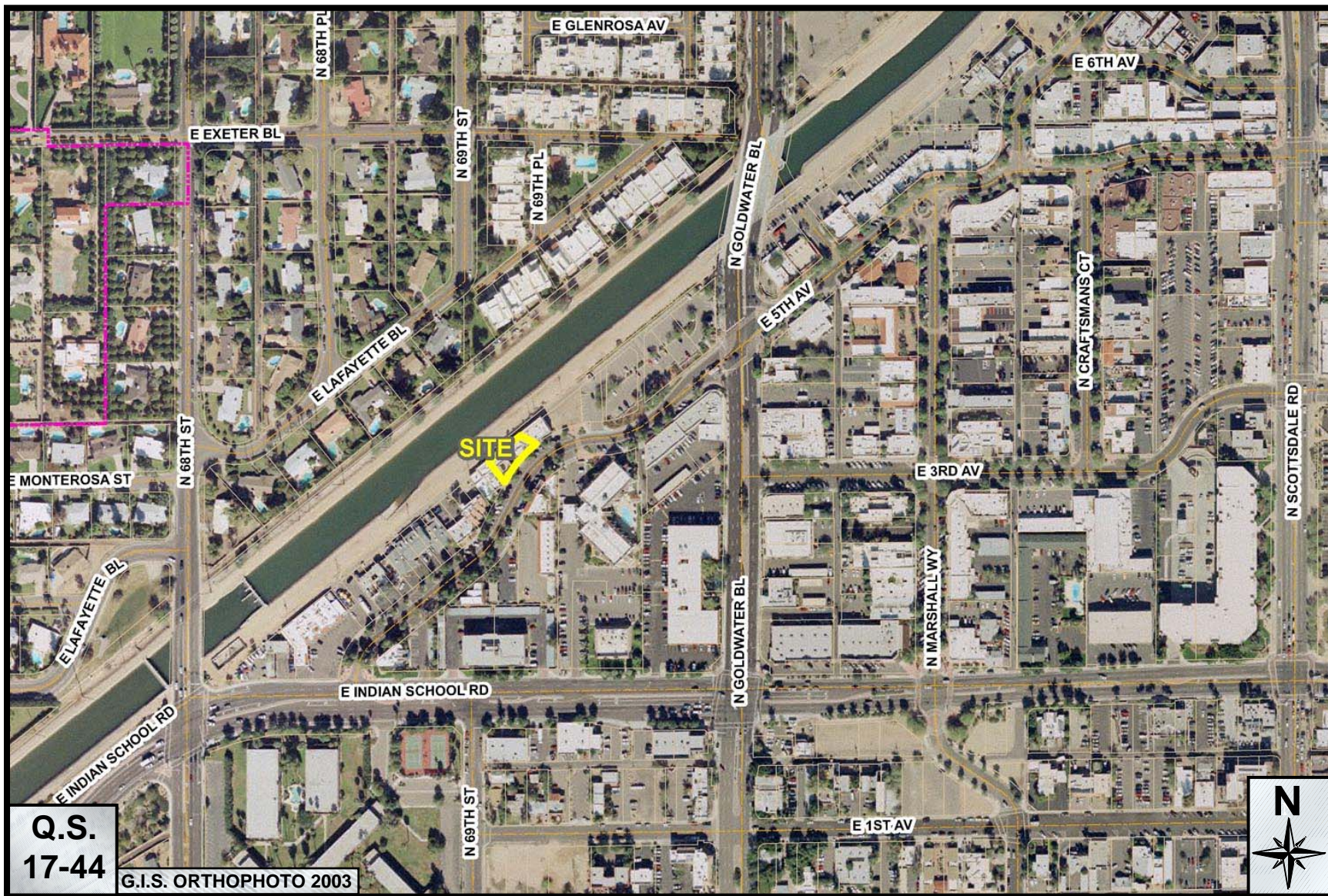
On behalf of Mr. Chuck Van Leer, the property owner and current landlord/tenant, please approve this request to modify the previously approved colors. After a great degree of deliberation, Mr. Van Leer decided the originally approved colors, even though they complied generally with the Downtown Plan/Urban Architectural and Design Guidelines, did not provide adequate building interest in an otherwise lively and colorful section of downtown Scottsdale. Consequently a color consultant, Ms. Karen Gosnell of the Mexican Tile Company, made recommendations for colors that would be a better depiction of the architectural style of the remodeling/addition and those suggestions were implemented into the construction.

Our justification for this proposal is the colors requested, though more lively than the very muted tones of the original design, are an appropriate and attractive addition to the neighborhood and do not constitute a shocking or vulgar palette. We point to the section A2, Active Street Frontages where our patio, stair, bench, balcony and massing all facilitate those goals when coupled with the requested colors.

Please review our request at the next available meeting and we will be present to answer any questions you may have.

Planning and Development Services Department

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-7000 • Fax: 480-312-7088



Q.S.
17-44

G.I.S. ORTHOPHOTO 2003

6928 E 5th Ave. Remodel

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ATTACHMENT #2



82-DR-2003#2
1-25-05